

Rep Order#	8872086	Ver#	1	Status	New
EC'd No					

Traffic Order#

Printed: 09/25/2012 1:07 PM
Last Received: 09/25/2012 1:06 PM
Showing Buylines: All Lines

1 of 5

Station KTVX-TV SALT LAKE CITY
Advertiser () LOVE, MIA
Product LOVE/HOUSE/R
Estimate# C23C29
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/C23/C29
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

REMARKS —

PLS SEE NEW ORDER FOR LOVE
SHARES ARE ESTIMATED
PLS CK AND CNF
THANKS
NILE

62

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 1.4	1	W	2P-3P	ANDERSON COOPER	:30	\$100.00	10/24-10/24	1	1	1	\$100.00	
Rating: 1.4	2	TH	2P-3P	ANDERSON COOPER	:30	\$100.00	10/25-10/25	1	1	1	\$100.00	
Rating: 1.4	3	F	2P-3P	ANDERSON COOPER	:30	\$100.00	10/26-10/26	1	1	1	\$100.00	
Rating: 1.4	4	M	2P-3P	ANDERSON COOPER	:30	\$100.00	10/29-10/29	1	1	1	\$100.00	
Rating: 2.1	5	SU	10A-11A	THIS WEEK	:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
Rating: 1.7	6	TU	3P-4P	ELLEN	:30	\$250.00	10/23-10/23	1	1	1	\$250.00	

2
3
4

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Salesperson () NILE NOYES
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Salesperson FAX# 202-872-0263

Davda et al.

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Daypart

2

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Davydov

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	39	M	10P-1035P	NEWS	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	Rating: 2.7											
	40	SA	10P-1035P	SA 7NEWS AT 10P	:30	\$325.00	10/27-10/27	1	1	1	\$325.00	
	Rating: 2.0											
	41	SU	10P-1035P	NEWS	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	Rating: 2.7											
	42	W	9P-10P	NASHVILLE	:30	\$2,500.00	10/24-10/24	1	1	1	\$2,500.00	
	Rating: 3.9											

---REPORT TOTALS---
 Report Totals: 42 / \$10,760.00

---SALES MONTHLY TOTALS---
 Oct 12: 32 / \$8,800.00 Nov 12: 10 / \$1,960.00
 Sales Totals: 42 / \$10,760.00
 Station Totals: 42 / \$10,760.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$53,800	CABL 0%	KAZG 0%	KJZZ 0%	KPNZ 0%	KSL 31%
		KSTU 11%	KTVX 20%	KUCW 0%	KUPX 0%	KUTV 38%
		NTVX 0%				

Books MAY12
 Demos RA35+